

The return of group consciousness: Research on the effect of identity construction of Internet IP territorial management

Zhang Hanwen*

Yunnan Agricultural University, Kunming 650500, China

* E-mail: 3087036336@qq.com

Abstract: In this paper, questionnaires and interviews are used to investigate whether the Internet public IP location will have an impact on people's identity construction. Research has found that having the same IP location accelerates people's identity. There is a significant difference between the purpose of using social media and the degree of group consciousness. For people who surf the Internet mainly to share daily life and learn news, group consciousness has not completely returned.

Keywords: Group consciousness; Identity construction; Region; IP location

1 The introduction

With the development of Internet technology and the iteration of times, social software has become an important way for people to communicate with each other. Some users enjoy the "anonymous" form of social software, which is no longer bound by the traditional social mechanism of acquaintances, making them communicate more personalized and free, and meet their sharing needs and emotional catharsis to a certain extent, and relieve psychological anxiety and pressure. At the same time, because of the semi anonymity of social software, there are frequent rumors and false information spreading on the Internet. In April 2022, weibo, wechat and other social apps launched the function of "automatically displaying users' IP location", causing different responses from users.

We have observed that after the launch of this feature, many users will modify the sharing scope of the publishing content of social software, and with the continuous promotion of this feature, there will be a rollover scene and abnormal industrial chain

on the network. For example, some overseas bloggers' IP address is in China, and the IP agent industry is booming, causing a lot of controversy. And the regional discrimination in the network has a long history, and the phenomenon of regional discrimination in the Internet emerges one after another. "Region" seems to have become the standard for people to judge others on the Internet. So how does the new IP address affect the ecology of the Internet? How will the binding of identity and region change the identity construction of netizens?

2 Literature review

"Identity" refers to the elaboration and construction of people's personal experience and social status in the cultural context. "Identity construction" refers to a series of self-definition and self-construction correction process[1] With today's rapid development of the Internet, social platforms are favored by their fast, convenient, content-rich, semi-anonymous and other characteristics, and have become an important way for many users to present themselves and discuss social public affairs[2] Every individual in it is performing in the roles, and with a variety of image shaping to complete the social interaction and imagination[3] Butler put forward the theory of social expression of identity construction, which holds that identity is constructed in social practice and social expression. On this basis, more and more scholars point out that "identity is constantly constructed in the interaction". Wang Wenjuan mentioned that through social interaction, people constantly construct and reshape their identity. Identity is not fixed, one-way and predetermined, but multiple, dynamic and mutually constrained, and is constructed, negotiated, managed and transmitted through discourse[4] Xiang Yunhua believes that people construct each other's identities and obtain mutual identity in the process of communication[5] Tibby describes the social and personal characteristics of identity: "identity is the story in people's mind related to becoming a certain kind of person, including the elements of appearance, character, behavior and values. Self-identity is an evolving story, and people tell themselves and others what they are like. "

However, there are many different groups in social platform, and people's sharing and discussion behavior does not take place in a vacuum environment. As a member of a group, individual's words, deeds and identity construction are bound to be influenced by social environment and group consciousness. Group consciousness restricts the individual's attitude and behavior to ensure the commonality of the group. The influence

of group consciousness is mainly reflected in its restricting effect on individual attitudes and behaviors of members. Durkheim believed that group consciousness is a collective consciousness on the whole, which is an external and restrictive way of thinking, feeling and behavior relative to individual consciousness.

Group consciousness influences self-awareness and enables individuals to adjust to identity construction. The self is divided by Mead as the "master I" and the "guest me", which contains the constant "dialogue" between the "master I" and the "guest me". The former is the body's response to the attitude of others, while the latter is an imaginary set of organized attitudes towards others, both of which must be connected with social experience. The situation of the "master and self" is the present moment, and the "guest and me" is generated by the accumulation of past experience, and the two concepts together constitute a complete self-consciousness.

At the same time, location is also an important factor in the construction of identity. In Heidegger's view, the social, cultural and emotional connection between region and self shows that region not only represents the abstract material living space of self, but also is an important representation system in the construction of self identit[6] Proschaski and other scholars described regional identity as "the substructure of one's self-identity, which is composed from the cognition of personal life world in a broad sense[7] These cognitions represent memories, thoughts, feelings, attitudes, values, preferences, as well as behaviors and experiences, and are related to the diversity and complexity of the physical environment in which each person is exposed on a daily basis[8] A region is not only a background or physical space, but also a space full of people, objects, symbols and meanings. As a unique substructure of self, regional identity may play a role in protecting individual identity, making actions understandable, expressing tastes and preferences, and mediating environmental changes.

Reviewing the literature, many scholars have studied people's behavior in the Internet from different perspectives based on group pressure. Zou Xia and other scholars analyzed the information sharing behavior of WeChat users from the aspects of personality traits based on group pressure, and came to the conclusion that convergence psychology is significantly positively correlated with WeChat information sharing behavior. Qu Fei and other scholars explored the linear conditions of group pressure and user fit with users based on the users of short video platforms. Starting from the perspective of "master I" and "guest I", Li Shanshan revealed the multiple internal

causes and relationships of infix behavior in weak social media from an essential level, enriching and improving the existing research framework of infix behavior of social media users[9] Liu Yuting analyzed the reconstruction of metropolitan residents' regional identity from the perspective of regional identity. Starting from the regional identity consciousness, Kanglan takes Shanghai as an example to explore the factors that affect people's identity in metropoli[10]

In view of the phenomenon of IP transparency, there are only a few studies on the impact of IP transparency on the Internet ecology, such as the appearance of IP gray and black industry and false purchasing , but there is no research on the construction of identity after IP transparency[11]

To sum up, no scholar has used group pressure and the theory of subject-me to study whether the region after the transparency of IP location will have an impact on people's body construction. Based on this, from the perspective of group consciousness and the theory of "master I" and "guest I", this paper takes the groups of people who often use social software as the research object, discusses the influencing factors of group consciousness on people's identity construction in the new Internet era and how it affects the new ecology of social media, and tries to answer the following questions: how does the transparency of IP territory affect the new ecology of Internet?How will the binding of identity and region change the identity construction of netizens?

3 Research methods

3.1 Hypothesis Establishment

Based on the existing studies and related phenomena, this study proposes the following hypotheses:

H1:The clearer the purpose of social media use, the clearer the sense of community.

H2:People who are more sensitive to IP address when publishing content are more likely to generate group identification with netizens with the same IP address.

H3:The more often netizens who tend to pay attention to regional attacks in life, the more likely they are to be pessimistic about the Internet violence caused after IP disclosure.

3.2 Research methods

In this study, 20 interviewers who regularly use social software conducted semi-structured in-depth interviews of 10-15 minutes. The interview started in June 2022 and ended in July 2022. According to the maximum sampling principle of the qualitative research method, when the 20th respondent was collected, the full interview content was enough to answer the research questions, and the sample collection was closed. With the consent of the interviewee, the researcher recorded the whole conversation with the interviewee, providing important data basis for the subsequent research writing. There were differences in age and region of the respondents, and the degree of homogenization was low. Interviews were conducted by microblog private message interview/ wechat text interview/ QQ text interview/ one-to-one face-to-face interview. The results of the interview were compiled into verbatim, with a total of 4, 500 words. The basic information of the respondents is shown in the .

4 Research findings

4.1 Social software: the third space of self-release

According to the results of the survey, the purpose of using social software is mainly to "share daily life and release pressure", "learn about news and current affairs" and "browse without purpose". Among them, sharing daily life and releasing pressure account for the largest proportion, accounting for 26.01%. Nearly 80% of the survey population are students, aged between 19 and 23.

The essence of youth using social software out of emotional catharsis, desire liberation and emotional motivation to show personality. Because of the spread of consumerism and the influence of postmodernism, youth's cultural consumption concept turns to enjoying life, seeking stimulation and releasing pleasure[12] This is a way to show personality and emotional release, a kind of personal and personalized characteristics, and is also an important habitat for individuals to obtain temporary happiness and escape from realistic pressure. At the same time, it also reflects the internal view of the relative unity of the "master I" and "guest I" of the youth in the new era.

A2, a 21-year-old boy says "I have no persona in the internet, just for entertainment and rarely interact with others. I don't usually make comments on other people's works. When I meet some interesting ones, I will send a private message to my partner,

occasionally comment like @ my friends. ”

Student user A7 said “I am an ordinary netizen, having no others’ attention in the internet, and no one cares what I say, so there is no need to create a persona. However, in some regional news stories, such as when I am in Beijing, I may like to express my ideas more often in many news stories about Beijing than before. After all, if my IP is in Beijing, , my comment may be more practical. ”

A5, a senior surfer, said “I am relatively free in social software because I have a strong desire to share and discuss, and I have given up wechat. Weibo is my happy world and I can share everything and say anything. Weibo is also a place for fans and entertainment, so there is no too big concern. ”

4.2 open IP: semi regression of group consciousness

4.2.1 the purpose of social media use is not directly related to the generation of group consciousness

According to literature review, the behavior of "front and back stage" is different from that in real life. Because the anonymity of network communication itself is in a relatively hidden state, it gives the illusion that youth have no boundary to show themselves. In order to cater to the image constructed by most people on the network, and portray their own identity perfect, arouse the viewers desire to communicate. But through our investigation and research, we found that after the disclosure of IP location, more than 80% of the respondents thought that they only wanted to surf the Internet for fun, and there was no behavior of creating persona. or deliberately performing.

The author found that 43.88% of the respondents expressed that they would identify with netizens in the same IP location, but only 20.86% expressed that they would look for people in the same IP location to find identity, and more than 50% of them chose no.

User A2 said that he usually surfs the Internet to learn more about information and news, or browses in the internet whenhe has nothing to do. He really has no idea about the creation of human settings.

User A15 also said that he only uses the Internet for entertainment and rarely interacts with others. In general, the IP display and non-display doesn't change much for me, but probably adds some fun of reading comments.

The use of social software is the "way of survival" for most of the contemporary youth, which reflects the characteristics of the transformation of groups to individual characteristics to a certain extent. Through shaping themselves in social software, young people pursue freedom and liberation, narrate their own stories independently, realize the process of self-identity reconstruction and the pursuit of self-worth. This is dynamic, constructive and creative, and also reflects the return of subjectivity.

4.2.2 People who are more sensitive to IP address when publishing content are more likely to generate group identification with netizens with the same IP address

Regional publicity has certain influence on people's words and deeds and identity construction, but it has not become the main factor. The binding of region and identity will make people change to some extent, but region has not completely become the first potential consciousness for people to judge others on the Internet.

For example, A7, a user who doesn't care much about IP, said that they usually look at the content first, and sometimes even forget the function of displaying IP.

A9 said there will be a little bit, but not one size fits all. The bad things of this person said were more related to his own experience than to the province. More content is still the main thing, look at what the content is posted, and then take a look at the IP along the way.

A19 also expressed the same view: I won't look at the IP first. Unless the content and the region have something to do with it, I'll just see who says what's reasonable.

But A20, a user who is more sensitive to IP, said that if a sad thing happened, different people in the comment area had different views. Some people will see jokes, or ridicule the victims and so on. He will pay special attention to the IP location. In addition, many comment areas will say that "all the people from the following provinces are tourists". He will also look for comments belonging to the province.

At the same time, the same IP promotes people's identity. Although people rarely actively seek out netizens with the same IP address in the network to gain recognition, users with the same IP address will accelerate the identification of each other in the same comment.

A10, a Liaoning native who studied in Yunnan, said that he felt a bit like a fellow townsman, and would pay more attention to their comments on Liaoning or Yunnan. If

their comments are better, they are more likely to empathize and be moved by them.

Similarly, A5, a Fujianese who works in Guangdong, said that she generally does not pay attention to IP, but if she sees people who are the same as her IP, she will have a good impression, especially fellow villagers, shewill have a strong sense of intimacy. Even when I saw Hunan's IP, because she studied there for four years. And sometimes you will find it interesting to look at IP, the regional differences between North and South are also very interesting.

4.2.3 The netizens who are more inclined to pay attention to regional attacks in daily life are more pessimistic about Internet violence after IP disclosure

People's fear of information leakage is only the most obvious at the beginning of disclosure, and this fear and worry gradually fade over time. The binding of location and identity will change people's speech in social software. There are many people who agree that the phenomenon of Internet violence will increase, but at the same time, research data shows that the measures announced by IP territories do have a positive effect on regulating the behavior of Internet users.

After the first announcement, 35. 16% of the respondents expressed understanding and approval, and 31. 14% of the respondents said that it did not matter. And in the people who can understand but cannot accept, after a period of time, their attitude gradually changes from unaccep to accep.

Female user A3 said that she was a little surprised at the beginning, and also a little afraid her personal privacy would be leaked. Now she can accept it after thinking about it, because there are many people who are unscrupulous keyboard men on the Internet, publishing and inciting some bad remarks. IP transparency can also restrain individuals to pay attention to their words and deeds, and be a good citizen on the Internet. Sometimes in the TikTok, the IP location of bloggers can also be used to speculate where they went to participate in the show, and where they went to play. That's interesting.

A5, also a female user, also express the same feelings. She thought she had no privacy at all and was a little afraid. Sometimes she didn't dare to comment. Moreover, from your homepage, everyone can see where you are now. What if there are bad people to do? But in the back, the vigilance will gradually relax, and now is no feeling.

A1, who holds the view that "the phenomenon of Internet violence will not

necessarily increase", said that he thinks to some extent it will, but this is actually to be divided into groups. He thinks the vast majority of college students should not judge the overall quality of the entire region by individuals, but the network is really very vague. After all, there is no cost for speaking on the Internet . So , he thinks people who are not in the right mind are more likely to talk about the region, but people who have always been more rational should not increase regional blackness.

User A13 believes that exposing IP addresses will increase Internet violence. She explained, "I usually surf the Internet mainly for news and information. "Since the beginning of the epidemic, regional discrimination and Internet violence have been prevalent in all comments on news related to the epidemic. As well as the last negative beating news, she feel that the network violence is really terrible, especially after the public IP, it may be more serious.

5 Conclusion and discussion

Expression tends to be true and straightforward feelings, expression package, network gold sentence continuous production, can showthat this is a new era of patterns[13] Through the study, the author found that social software has indeed become the third space for netizens, especially young people, to release themselves. Young people are more inclined to real self-expression, which also reflects the return of subject to a certain extent. Netizens' network behavior is mainly entertainment, and the purpose is to relieve the pressure in the real space. Although the effect of the platform publishing IP localization is obvious, it has a strong differentiation. For ordinary Internet users, a certain degree of privacy exposure does play a role in regulating online words and deeds and accelerating group identity, and most Internet users also hold a positive attitude towards such measures. In this process, group consciousness returns to a certain extent based on regional factors. Through the display of IP territory, they found a sense of belonging and intimacy in the communication process of social software. However, some netizens hold a negative attitude towards this measure, fearing that personal privacy will be leaked, and their group consciousness based on the right to anonymity online has also been strengthened. At the same time, there is a significant difference between the purpose of using social media and the degree of group consciousness. For young people who surf the Internet mainly to share daily life and learn about news, group consciousness has not completely returned.

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